



2006 SPRING CONFERENCE

# CORPORATE SOCIAL RESPONSIBILITY:

**A Win, Win, Win  
Linking People,  
Principles, and Profits**

Wayfarer Inn  
121 South River Road  
Bedford, New Hampshire

**May 11, 2006**  
8:00 am to 4:30 pm

## NEW HAMPSHIRE BUSINESSES FOR SOCIAL RESPONSIBILITY

*Fosters socially and environmentally responsible businesses in New Hampshire, recognizing that people, principles, and profits must be linked.*

### OPENING KEYNOTE:



**Myron Kandel** is a nationally recognized financial journalist. One of the founders of Cable News Network in 1980, he retired last year after 25 years as CNN's financial editor and on-air economic commentator.

This past December, he was named president of the newly formed Initiative for Corporate Responsibility and Investor Protection, based in Concord, NH. The initiative is bringing together government, business and media leaders, as well as presidential aspirants, to discuss corporate governance issues at a series of public forums.

Mr. Kandel began his career in journalism more than half a century ago as a copy boy at *The New York Times*. He later served as a financial reporter at *The Times*; the financial editor of the *Washington Star*; a correspondent in Germany for the *New York Herald Tribune*; that paper's financial editor; the editor of the *New York Law Journal*; a syndicated columnist, and financial editor of the *New York Post*. In 2000, TJFR, a media publication, named him one of the ten most influential business journalists of the 20th century.

He is the author of *How to Cash In on the Coming Stock Market Boom*, published in January, 1982, which accurately forecast the biggest bull market in American history that started that August. He is the recipient of numerous lifetime achievement awards and has taught journalism at the City College of New York and the Columbia University Graduate School of Journalism. He currently serves as a guest commentator on the *Nightly Business Report* program on the Public Broadcasting System.

### Leaders:



### Partners:

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### Founding Members:

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### Sustaining Members:


Nixon Peabody LLC  
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Corporate Social Responsibility:  
A Win, Win, Win — Linking People, Principles, & Profit


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■ **BUSINESS RESPONSE TO DISASTER: LESSONS FOR RELIEF, RECOVERY & CSR** • When disaster strikes, area businesses are often looked to for assistance. From the impact of a hurricane on the Gulf Coast, to flooding in southwest NH, businesses large and small have used their knowledge and expertise to get help to people in need. This session will explore how companies can properly prepare to help neighbors, near and far. **Southern New Hampshire University** 

■ **EMPLOYEE VOLUNTEER PROGRAMS** • Do you want to start a volunteer program, but don't know how? Do you have a workplace volunteer program, but want to expand it? Are you interested in leveraging your company's resources for the benefit of the community? In this session you will learn how to engage volunteers, find and plan projects, and make volunteering a strategic part of your company's mission. **Verizon** 

■ **SUSTAINABILITY & THE DEEPER VALUE OF GREEN** • Adopting green practices can generate bottom line value in cost savings, waste reduction and energy efficiency, and top line value in innovative new products and services. A deeper value can be gained when a company can inspire its employees to bring their full commitment and creativity to these initiatives. Presenters will share a framework that innovative companies use to tap their employees' best thinking on how to adopt sustainable practices. **Barker & Associates, Architects** 

■ **ENERGY, ECONOMY & ENVIRONMENT—PRACTICAL LESSONS FOR BUSINESS SUCCESS** • Economic success and environmental sustainability are linked components within a successful business. An expanding local and regional market is providing alternative energy and efficiency improvements that create new opportunities for business growth. Find out how to improve your bottom line while laying the groundwork for a clean and secure future. **Normandeau Associates** 

■ **AFFORDABLE HOUSING CHALLENGE IN NH** • What are the challenges for affordable housing in NH? Can affordable housing be developed and operated in NH? What are the roles of developer, lender, equity investor, community groups, state and local agencies, federal government and other critical players? Industry experts will provide an overview of the development, financing, investment, and regulatory process. **Hypertherm** 

■ **CORPORATE ETHICS** • Going beyond the mission statement, how does a company really know that it is behaving in an ethical manner? This session will explore what it means to be ethical and will examine specific applications of that commitment in real life business. **Wiggin & Nourie** 

 Thank you to the above session sponsors!

conference schedule

|                |   |
|----------------|---|
| 8:00-8:30 am   | REGISTRATION & MORNING REFRESHMENTS   |
| 8:30-8:45 am   | Welcome: Molly Hodgson-Smith, NHBSR Executive Director<br>Celina Adams, Community Investment Manager; Timberland / NHBSR Co-Chair   |
| 8:45-9:40 am   | KEYNOTE ADDRESS: MYRON KANDEL, PRESIDENT, INITIATIVE FOR CORPORATE RESPONSIBILITY & INVESTOR PROTECTION   |
| 9:40-9:45 am   | Conference Overview: Jill Wurm, Public Affairs Director; Verizon / Conference Chair   |
| 9:45-10:00 am  | Morning Break   |
| 10:00-11:45 am | MORNING BREAKOUT SESSIONS   |
|                | <b>BUSINESS RESPONSE TO DISASTER: LESSONS FOR RELIEF, RECOVERY &amp; CSR</b><br>Gina Goff, Director of Corporate Giving, C&S Wholesale Grocers Inc.<br>Chris Pope, Chief, City of Concord Fire Department<br>Mark Lennon, Founder & Principal, Institution Recycling Network<br>Eileen Fernandez, Project Director, Operation Flood Recovery    |
|                | <b>SUSTAINABILITY &amp; THE DEEPER VALUE OF GREEN</b><br>Beth Tener, Executive Director, Sustainable Step New England<br>Steven Kowal, Executive Director, Granite Earth Institute<br>Paul Dolittle, President, Granite Earth Institute   |
|                | <b>AFFORDABLE HOUSING CHALLENGE IN NH</b><br>Jeffrey Sacks & Robert Adkins, Attorneys, Nixon Peabody LLP<br>Bill Caselden, Principal, Great Bridge Properties,<br>Chris Miller, Director of Development, NH Housing Finance Authority   |
| 12:00-2:00 pm  | LUNCH & CORPORATE SOCIAL RESPONSIBILITY DISCUSSION CIRCLES  |
| 2:00-3:45 pm   | AFTERNOON BREAKOUT SESSIONS   |
|                | <b>EMPLOYEE VOLUNTEER PROGRAMS</b><br>Robin J. Albert, Director, Volunteer Action Center, United Way of the Greater Seacoast<br>Tim Dupre, Executive Director, Volunteer NH<br>Patrick Kirby, Service Manager, Social Enterprise Department, Timberland<br>Chris Grenier, Assistant Vice President & Community Relations Manager, Citizens Bank |
|                | <b>ENERGY, ECONOMY &amp; ENVIRONMENT—PRACTICAL LESSONS FOR BUSINESS SUCCESS</b><br>Joanne Morin, Climate Change Specialist, NH Department of Environmental Services<br>John Rymes, President, Rymes Heating Oils, Inc.<br>Christa Koehler, Planner, City of Keene, NH   |
|                | <b>CORPORATE ETHICS</b><br>Joanne Dowdell, VP of Corporate Responsibility & Market Development, Citizens Fund<br>Tom Horgan, Chair, NH College and University Council<br>Peter Cooke, President, Cook Associates  |
| 4:00-4:30 pm   | CLOSING REMARKS / FINAL NETWORKING  |

directions

**Wayfarer Inn Bedford, NH**  
The Wayfarer Inn is located near the junction of Route 3, 293, 101, 114 and the Everett Turnpike. Go to [www.wayfarerinn.com](http://www.wayfarerinn.com) for detailed directions.

*Corporate Responsibility Discussion Circles presented by Granite Earth Institute*



**Sponsored by Lonza**

REGISTRATION



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**Bedford, New Hampshire**  
**May 11, 2006 • 8:00 am to 4:30 pm**

**Online: [www.nhbsr.org](http://www.nhbsr.org)**  
**Email: [info@nhbsr.org](mailto:info@nhbsr.org)**  
**Phone: 603-645-2605** **register online!**  
**Mail: Fill out the form below and mail to:**  
**NHBSR, PO Box 3562, Concord, NH 03302-3562**

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Conference Fees:

| Level        | Price     | # | Total |
|--------------|-----------|---|-------|
| NHBSR Member | 1 @ \$100 |   |       |
| Non-Member   | 1 @ \$125 |   |       |
| Student      | 1 @ \$30  |   |       |
| Total        |           |   |       |